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(21) International Application Number: PCT/RU99/00413 (22) International Filing Date: 3 November 1999 (03.11.99) (30) Priority Data: 98119808 5 November 1998 (05.11.98) RU (71)(72) Applicant and Inventor: STAVRULOV, Igor Anatolievich [RU/RU]; ul. Michurina, 17-90, Khimki, 141400 (RU). (74) Agent: TSETOVICH, Nataliya Leonidovna; ul. Lavochkina 50-1-24, Moscow, 125502 (RU).	(81) Designated States: AE, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CU, CZ, DE, DK, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, UA, UG, US, UZ, VN, YU, ZA, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG). Published <i>With international search report. Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.</i>	
(54) Title: METHOD OF PACKING GOODS AND GOODS PACKED ACCORDINGLY		
(57) Abstract		
<p>The invention relates to packing the goods of the basic household purpose and daily demand, which are supplied to retail trade as separate commodity units in individual packings. Such products bear traditionally on surfaces of individual packings symbolics identical for all products of the given kind and grade, which allows to identify the given goods and to distinguish them from similar ones. The images in the form of texts and/or pictures having contents attractive to a consumer are placed additionally on the surfaces of the individual packings to improve attractiveness of such goods and increase consumer demand for them. The additional images on the packings of separate products of the same kind and grade are not identical, and the degree of their inequality should minimize probability of purchase by one consumer of the goods packings with the identical images. The texts may be, for example, proverbs, sayings, aphorisms, wishes, parting words, fragments of literary works, and the pictures may be rebuses, mysterious pictures, or puzzles. Such images should cause consumer's positive emotions and to be attractive to him (her) by the semantic contents.</p>		

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METHOD OF PACKING GOODS AND GOODS PACKED ACCORDINGLY

This invention relates mainly to the art of food and light industry and
5 concerns to packing of household purpose and daily demand goods which are
supplied to retail trade as piece commodity units in individual packing.

Background Art

Universal method of packing of daily demand and household purpose
10 goods consists in that the goods in portions, mainly granular and liquid ones, are
placed in the appropriate individual packings, which surfaces bear symbolics
allowing to identify the goods. The individual packing bears, for this purpose, the
minimally necessary information on the corresponding goods: the name of the
goods, its quantity, some data on the enterprise - manufacturer, date of production,
15 and similar readable information. The information includes, in many cases,
pictures representing logos of the manufacturer, and also decorative elements
which are traditionally inherent in a concrete kind and grade of the goods.

Such information may be placed on packings surfaces directly, or it may
be placed on any carrier fixed on a surface of individual packing and being a sort
20 of stitch or a label of the goods.

The individual packing for food liquids and fluid products may be glass
or plastic bottles, banks, rigid packages and other vessels, and for granular
products they may be banks, packages and other suitable containers. The
individual packing may be paper or polymeric envelopes for the formed piece
25 products, for example, for soap pieces.

Certain additional images in the form of texts and/or pictures having the
direct relation to the goods or to character of its use may be placed sometimes on
individual packings of some goods. For example, the labels of some kinds of

vodka may indicate that these goods are made of a perfect wheat, and the back-labels of some high-quality vermuth grades may indicate the recipes of cocktails which can be prepared on the basis of this drink.

The piece goods bearing on the individual packing the necessary minimal
5 identifying information on the goods and also additional images, concerning these goods, and the packing method allowing to obtain the goods with the afore mentioned characteristics, are the nearest on technical essence to the applicant's proposal.

A method is known of packing of foodstuff providing their placing in
10 tight packing of a soft material which surface bears the necessary identifying symbolics and also images in the form of drawings and diagrams being the consumer instruction for opening of packing (see, for example, United States patent US 5094863, IPC B 43 M 7/00, 1992). It may be considered as the analogue of the present invention.

15 It is known also the principle as such of placing images which are not the identifying symbolics, on a surface of various sorts of the goods, or on their packings, or on elements of the packings.

In particular, the images are placed on a surface of a toilet paper (see French patent application FR 2172929, IPC G 09 F 23/00, 1973), table napkins
20 (see United States patent US 5573830, IPC D 04 H 1/64, 1996), single cloths (see French utility certificate FR 2095115, IPC G 09 F 23/00, 1972), lottery tickets (see Russian patent RU 2093903, IPC G 09 F 23/14, 1997), post envelopes (see Russian patent 2099798, IPC G 09 F 23/10, 1997), cigarette packings (see European patent EP 0646531, IPC B 65 D 85/10, 1997) and other products.

25 However, practically all afore mentioned cases relate to dissemination of an advertising information.

The specificity of advertising business is such, that the efficiency of any advertising depends directly on its repeatability and it is supposed, in this

connection, that the advertising statements placed on the goods surfaces, should be identical and should be regularly repeated.

It should be especially noted that:

- the piece goods which are the nearest to the proposed ones bear on
5 surfaces of the individual packings the minimally necessary identifying symbolics and the additional images directly concerning the given goods;

- the method of packing of the goods which is the nearest to the proposed one, provides for complete identity both basic symbolics and additional images placed on surfaces of individual packings of each commodity unit.

10

Brief Description of the Invention

The claimed invention has the aim to increase consumer's demand for the household piece goods of daily demand because of improving their attractiveness for the consumer.

15 It relates basically to the piece goods of household purpose and daily demand supplied to retail trade in individual packings and being the granular, liquid or formed materials.

The aim is achieved because:

- unequal images, attractive to a consumer, which have been not
20 connected directly with the goods or its characteristics and properties, are placed additionally on a surface of individual packings of the piece goods;

- degree of the images inequality is such, that the image on the surface of packing of, at least, one unit of the goods in a set of the goods purchased normally by one consumer, does not repeat.

25 The essence of the applicant's proposal consists in the following.

The proposed method of piece goods packing assumes, that the goods of household character and daily demand supplied to retail trade as separate

commodity units (in distinction of the goods which are sold by weight), are portioned and/or placed in individual packings.

The packing of the goods separate units, depending on character of the goods, may be the glass or plastic bottles, the glass, tin or plastic banks, the
5 cardboard or tin boxes, the paper or polymeric packages and wrappers, and so on.

Symbolics identifying the given goods and carrying out the minimal necessary and obligatory information, including, in particular, the name of the goods, some information on its quality and quantity, on enterprise - manufacturer, on the date of production and so on, are placed on the surface of individual
10 packings of separate commodity units. Other information, besides the readable one, may be placed on a surface of individual packings. It may be trademarks or logos, or decorative elements peculiar to the given goods, and so on.

Additional images shall be placed on surfaces of individual packings, except for the obligatory unified symbolics identifying the goods and being
15 identical on each commodity unit.

The additional images may be texts or pictures, which are attractive to a consumer because of its contents. They shall be not concern directly to the goods or its consumer characteristics and properties.

The additional images which are placed on surfaces of individual
20 packings should be of educational, entertaining, instructive or other character attractive to a consumer.

The images of advertising and decorative nature may not be considered as ones attractive to a consumer in framework of the present invention.

The additional images may be such textual fragments as, for example,
25 proverbs, sayings, aphorisms, parting words, wishes, popular expressions; and may be such pictures as, for example, rebuses, puzzles, mysterious pictures, or caricatures.

The mainest feature of the proposed method is that the images on surfaces of individual packings of separate commodity units of the homogeneous goods are not identical.

Requirement of the "images inequality" shall be considered as satisfied in
5 framework of the present invention in an equal measure when:

- the image on the surface of individual packing of, at least, one commodity unit of one grade in a set of the goods purchased normally by one consumer, does not repeat;

- the images on the surfaces of individual packings of each commodity
10 unit of one grade in a set of the goods purchased normally by one consumer, do not repeat.

The optimum degree of inequality of the images on the surfaces of individual packings of separate commodity units should be such, that the probability should be minimized of purchase by one consumer of products with
15 the identical images on surfaces of individual packings.

The texts and/or pictures on surfaces of individual packings of separate units of the piece goods of one set shall be, preferably, logically interconnected, for example, by common idea, uniform subjects or in a similar way.

These images shall be of entertaining, educational, instructive or other
20 character, attractive to a consumer, they shall cause the positive emotions and carry the useful information.

It is desirable, that the additional images on surfaces of individual packings were bordered from the obligatory images, identifying the goods.

If the purpose of additional images placing on individual packings of the
25 goods in the background art was to increase the consumer's knowlege about quality of the given goods and about recommended character of its use, the purpose of the present invention consists in increase of consumer demand on these

goods, because of placing on the packings of the images causing positive emotions and carrying some useful information.

Detailed Description of the Invention

5 The basic idea of the proposed invention consists in that the external appearance of packings of the piece goods of one kind and grade is made various, having kept at the same time some necessary traditional and familiar symbolics, inherent to packing of these goods. It will allow to increase consumer demand for such goods.

10 The present invention relates basically to the piece goods of food and household purpose and daily demand, supplied to retail trade in individual packings and being, basically, the food or household goods, as well as the goods of household chemistry, which supplied normally to retail trade.

 At the same time, this invention does not limited by these goods. The
15 invention may be used also at packing of other piece goods placed in individual packings.

 The claimed invention results in achieveing the aim to increase consumer demand on the goods because of improving the attractiveness of the goods for the consumer.

20 Images in the form of texts and/or pictures carrying the information, attractive and interesting to a consumer and causing his (hers) positive emotions are placed on packings of the corresponding goods for achieving the aim in view.

 The aim is achieved because:

 - unequal images, attractive to a consumer and not connected directly
25 with the goods or its characteristics and properties, are placed additionally on a surface of individual packings of the piece goods, and

- the degree of the images inequality is such, that the image on the surface of packing of, at least, one unit of the given goods in a set of the goods purchased normally by one consumer, does not repeat.

The proposed method of piece goods packing assumes, that the goods of
5 household character and daily demand supplied to retail trade as separate commodity units (in distinction of the goods which are sold by weight) are portioned and/or placed in individual packings.

The "goods" mean, in framework of the present invention, the products of daily demand and individual consumption supplied to retail trade as separate
10 commodity units in a packed form.

In particular, this invention relates to meal products (milk and dairy products, butter and vegetative oil, canned food, groats, flour and so on), to juices, beverages and alcoholic drinks, to goods of household chemistry (detergent powders, washers and cleaners etc.), to household goods (pieces of soap and so
15 on).

The packing of separate units of the goods may be, depending on the goods character, the glass or plastic bottles, the glass, tin or plastic banks, the cardboard or tin boxes, the paper or polymeric packages and wrappers and so on.

Symbolics identifying the given goods and carrying out the minimal
20 necessary and obligatory information, including, in particular, the name of the goods, some information on their quality and quantity, on the enterprise - manufacturer, on the date of production and so on, is placed on the surface of individual packings of separate commodity units. Other information, besides the readable one, shall be placed on the surface of individual packings, namely,
25 trademarks or logos, decorative elements peculiar to the given goods, and so on.

The similar images, identifying the goods, should be unified, i.e. they shall be completely identical on each individual packing of any unit of the concrete goods.

Such information may be placed directly on the surface of individual packing or on any carrier fixed on this packing.

The additional images shall be placed on the surface of individual packing, except for obligatory symbolics identifying the goods.

5 The additional images are texts and/or pictures attractive to a consumer, and their contents shall be not connected with the goods or its consumer properties and characteristics.

 The "texts" mean the independent images carrying the readable information, and the "pictures" mean all other independent images, except for
10 textual.

 Both texts and pictures shall be the images completed on sense, contents and form, which can attract attention and interest of a consumer and cause his (hers) positive emotions.

 The attractiveness to a consumer of the images is achieved basically at
15 the expense of its semantic contents, which should be interesting and useful for the consumer, and not because of the form of such images.

 The additional images which are placed on surfaces of individual packings may be of educational, entertaining, instructive or other character attractive to a consumer.

20 The images of advertising character shall not be considered, from this point of view, as attractive to a consumer, which is tired by dominance of advertising, existed everywhere and besides his (hers) wishes.

 The images of decorative character such as ornaments, vignettes, patterns, graphic figures and so on, also shall not be considered, in framework of
25 the present invention, as attractive to a consumer, because they do not carry any semantic sense. Nevertheless such images may be used as auxiliary elements of the external appearance of the individual packings.

The texts may, for example, be riddles, proverbs, sayings, aphorisms, sharades, signs, parting words, wishes, short poems, fragments of poems and prose, and also may carry out the other useful and interesting information.

5 Pictures may, for example, be mysterious ones, rebuses, chess tasks and etudes, or puzzles.

The mainest feature of the proposed method is that the images on the surfaces of individual packings of separate commodity units of the homogeneous goods are not identical.

10 Thus the "images inequality" means the non-coincidence of the complete corresponding images, though the separate elements of the images may coincide.

The requirement of the "images inequality" shall be considered as satisfied in framework of this invention, when:

- the image on the surface of individual packing of, at least, one commodity unit of one grade in a set of the goods purchased normally by one
15 consumer, does not repeat;

- the images on the surfaces of individual packings of each commodity unit of one grade in a set of the goods purchased normally by one consumer, do not repeat.

20 The optimum degree of inequality of the images on surfaces of individual packings of separate commodity units should be such, that the probability is minimized of purchase by one consumer of products with the identical images on surfaces of individual packings at purchase at one time of several units of the same goods, as well as at the repeated purchases of these goods.

25 It is necessary to provide initially a wide enough variety of the images on individual packings of the goods, taking into account the average volume of single purchase of the given goods. It should be done to decrease the probability of purchase by one consumer at single purchase of the goods with the identical additional images on surfaces of individual packings of the goods.

It is necessary to update periodically the form and contents of the additional images to decrease the probability of purchase by one consumer at repeated purchases of the goods with the identical additional images on a surface of individual packing of the goods.

5 The periodicity of updating of the additional images depends on average frequency of purchases of the given kind of the goods by the individual consumer.

 If, for example, to admit conditionally, that the average consumer buys a package of milk 2 times per one week, and pack of a detergent powder - one time per 3 months, it becomes obvious, that the updating of the additional images on
10 the milk packages should be made more often, than the updating of the additional images on packs of a detergent powder.

 The texts and/or pictures on surfaces of individual packings of separate units of the piece goods of one set shall be, preferably, logically interconnected, for example, by common idea, uniform subjects or in a similar way.

15 It is desirable, that the additional images on surfaces of individual packings shall be bordered from the obligatory identifying images.

 The different and constantly varying in due course additional images of the contents, attractive to a consumer, which are placed on surfaces of individual packings of the piece goods, will induce the consumer to buy the goods packed
20 according to the proposed, and not to the other, method.

 The proposed piece goods contained in individual packing, are characterized in that the additional images placed on its packings have an independent character, and are not connected directly with the goods and its consumer properties.

25 The images may be of entertaining, educational, instructive or other character, attractive to a consumer.

 If the purpose of the additional images placing on individual packings of the goods in the background art was to increase the consumer knowlege about

quality of the given goods and about recommended character of its use, the purpose of the present invention consists in increase of consumer demand on these goods, because of placing on the goods packing of the images causing positive emotions and carrying the useful information.

5 The following Examples illustrate additionally the essence of the proposal; they are not having, however, any limiting character.

EXAMPLE 1.

The milk is bottled and hermetized in rigid rectangular containers such as "Tetrapack" in volumes of one litre.

10 The minimally necessary obligatory information on the goods was placed previously on the two opposite surfacees of the containers. The additional images which are the short poems presented in the school program were placed on the other two opposite surfaces.

The identical poems were repeated 10 times of 100 containers.

15 The probability is insignificant of the purchase in one and the same time by one consumer of two containers which surface bears the identical poems, and the probability is practically excluded of repeated purchase (for example, on the next day) of containers with identical poems.

EXAMPLE 2.

20 The branded vine was bottled by 0,75 litre in the glass bottles, then the bottles were tightened.

Labels containing the necessary minimal information on a product were adhered to the front sides of the bottles.

Additional labels containing descriptions of entertaining histories and
25 illustrating playful pictures were adhered to the bottles opposite sides.

Only 30 labels of 100 contained the repeated information.

The probability is rather insignificant of purchase in one and the same time by one consumer of two bottles having identical additional labels, and the

probability is practically excluded of repeated purchase (for example, in one week time) of bottles with identical additional labels.

EXAMPLE 3.

5 Buckwheat was packed by one kg in paper packages, which one side beared the minimally necessary obligatory information on the goods, and the other side beared advices on the flower and vegetable gardens care.

Identical advices were repeated 40 times of 100 packages.

The probability is rather insignificant of purchase in one and the same time by one consumer of two buckwheat packings bearing on packages the
10 identical information, and the probability is practically excluded of repeated purchase (for example, in one month time) of packings with the same advices.

EXAMPLE 4.

Separate pieces of a toilet soap were covered with individual wrappers of
a dense paper.

15 Each individual wrapper beared the minimally necessary obligatory information on the goods and in addition it beared pictures representing some scenes from popular cartoons.

Identical pictures were repeated 40 times of 100 envelopes of pieces of
the toilet soap.

20 The probability is rather insignificant of purchase in one and the same time by one consumer of two soap pieces bearing identical pictures on the wrapper, and the probability is small of repeated purchase (for example, in one month time) of a soap piece with the same picture.

The implementation of the present invention raises competitiveness of
25 products which are made according to the invention, because of presence on their individual packings of the interesting, various, not repeated, accessible and attractive information causing positive emotions.

CLAIMS

5 1. A method of packing of the household goods of daily demand characterized in that

 - separate commodity units are placed in individual packings;
 - unified symbolics in the form of texts and/or pictures traditionally
inherent in the given kind and grade of the goods is placed on surfaces of the
10 individual packings;

 - unequal images in the form of texts and/or pictures which have been not
connected with the goods, its properties and characteristics are placed additionally
on the surfaces of individual packings,

 - semantic contents of said images has attractive to a consumer nature,

15 and

 - degree of the images inequality is such, that the additional image on the
surface of individual packing of, at least, one commodity unit of one kind and
grade of the goods in a set of the goods purchased normally by one consumer,
does not repeat.

20 2. The method of packing according to claim 1, wherein degree of
inequality of the images on the surfaces of individual packings is such, that
minimizes the probability of repeated purchase by one consumer of the goods with
the images which were known for him (her) before.

25 3. The method of packing according to claims 1 or 2, wherein the
individual packing is a glass or plastic bottle.

4. The method of packing according to claim 1 or 2, wherein the individual packing is a cardboard or tin box.

5 5. The method of packing according to claim 1 or 2, wherein the individual packing is a wrapper from a polymeric material or paper.

6. The method of packing according to claims 1, 2, 3, 4 or 5, wherein the additional images placed on surfaces of individual packings have entertaining, educational, or instructive nature.

10

7. Piece household goods of daily demand, packed in individual packing, said packing have surface bearing symbolics identifying the given goods, characterized in that

15 - images in the form of texts and/or pictures which has been not connected with the goods, its properties and characteristics, are placed additionally on the surfaces of the individual packings, and

- said additional images have semantic contents of a nature, attractive to a consumer.

20 8. The piece goods according to claim 7, wherein the additional image placed on the surface of the individual packing, is of entertaining, educational, or instructive nature.

INTERNATIONAL SEARCH REPORT

Internat Application No

PCT/RU 99/00413

A. CLASSIFICATION OF SUBJECT MATTER
IPC 7 B65D5/42

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC 7 B65D G09F

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2 745 596 A (LORENZSONN) 15 May 1956 (1956-05-15) column 1, line 15 - line 55	1,2,4-8
Y	column 2, line 14 - line 55; figure 1	3
Y	US 3 760 968 A (AMBERG S ET AL) 25 September 1973 (1973-09-25) column 3, line 37 - column 4, line 28; figure 1	3
A	FR 2 095 115 A (CHOVIN JEAN BAPTISTE; TADDUNI THONY) 4 February 1972 (1972-02-04) cited in the application page 1, line 1 - line 23	6

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☒ Further documents are listed in the continuation of box C.☒ Patent family members are listed in annex.*** Special categories of cited documents :**

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Date of the actual completion of the international search

7 March 2000

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INTERNATIONAL SEARCH REPORT

International Application No.
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G.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT		
Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 2 651 862 A (FINE) 15 September 1953 (1953-09-15) column 1, line 1 - line 22; figures 1-5	1

INTERNATIONAL SEARCH REPORT

Information on patent family members

Internat. Application No.

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